

College of Business News

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Georgia Southern University

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Georgia Southern business students compete at national sales competition, land jobs

October 29, 2018

Five students on the Georgia Southern University Sales Team landed jobs with AT&T after competing at the first-ever AT&T B2B Sales Program National Sales Competition Oct. 18–20 in Dallas, Texas.

College of Business students David Stulack, Catherine Reece, Layla Enayati, Madalynn Keen and Britt Lee represented the University as one of 12 teams invited to compete in the final round of the competition.

“The students worked hard on this case and have enjoyed working with AT&T,” states Linda G. Mullen, Ph.D., co-director of the Center for Sales Excellence at Georgia Southern. “This has given the sales students some great opportunities for career growth.”

Although the team did not win the competition, each team member scored a job opportunity with AT&T through a summer internship or in the B2B Sales Development Program.

“The AT&T National Sales Competition was an unforgettable experience where we were able to network with students from around the nation, get to know more about the AT&T culture and so much more,” said Stulack. “I’m also very proud to say that everyone on our team received a job offer.”

The AT&T National Sales Competition gauged students’ abilities to present AT&T business solutions that best address customer needs. The teams were given a case involving a fictional insurance company that encountered problems with its adjusters and use of information technology. The teams had to present a solution, explain how their products applied to the customers’ challenges, answer questions and close the sale.

“This experience provided me and my team with real-life business problems and taught us how to remain poised and professional when overcoming objections,” said Enayati. “Throughout this experience, it has been so exciting to take what we have learned in the classroom and apply it to a real-life scenario.”

The Georgia Southern University College of Business is a Sales Education Foundation Top Sales University. The Center for Sales Excellence was established in 2007 to support and promote our students pursuing careers in sales. The Center, located in the College of Business, gives students the opportunity to gain experience with sales role play in dedicated labs, with many of our students competing at national sales competitions. The Center also works to bring students together with companies in the industry looking to hire fresh, new talent. To get involved with the Center for Sales Excellence at Georgia Southern, email Linda Mullen, Ph.D., or Lindsay Larson, Ph.D., at lgmullen@georgiasouthern.edu or lindsaylarson@georgiasouthern.edu, respectively.



l-r: David Stulack, Catherine Reece, Layla Enayati, Maddie Keen and Britt Lee

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